

CINEPLEX ESports CORP

SHOWTIMES

THEATRES

ONLINE & MOBILE

Maximize Your Reach With

Cineplex Online and Mobile deliver an average of 5 million unique unduplicated visitors per month, which ranks in the Top-15 entertainment properties in Canada!

A Top-15 Entertainment Digital Property In Canada

5.0
MILLION
Average Monthly Digital (Online And Mobile) Unique Visitors

16%
Average Monthly Reach

40
MILLION
Average Monthly Views

9.5
MILLION
Average Monthly Visits

41
MILLION
Average Monthly Time Spent (In Minutes)



Cineplex Digital

1.7
MILLION
Average Monthly
Online Unique
Visitors

3.9
MILLION
Average Monthly
Mobile Unique
Visitors

Only 12% duplicated visitors between the online and mobile platforms, much lower compared to other top entertainment sites

comScore Media Metrix, Multi-Platform, March 2016-February 2017

Cineplex Digital vs. Competing Entertainment Properties

Cineplex Digital (single brand) reaches more unique visitors than leading entertainment properties, which may contain more than one entertainment brand

AVERAGE MONTHLY UNIQUE VISITORS (000)

CINEPLEX DIGITAL	4,993
TSN/ROS	4,905
MSN ENTERTAINMENT	4,521
DAILYMOTION	3,853
SPORTSNET	3,280
ITUNES	3,122
TMZ	3,037
VIACOM DIGITAL	2,999

comScore Media Metrix, Multi-Platform, March 2016-February 2017

Cineplex.com: The First Stop For Moviegoers

Often the first step in our guests' movie-going experiences, Cineplex.com can also be the first opportunity for you to interact with them.

Cineplex.com has up-to-date times and dates for screenings across the country, movie trailers, custom content and, more often than not, a great contest or two! Given the movie industry's weekly rotation, our guests come back time and time again to research a big night out. Why don't you join them?

We offer page dominations, skins, pre- and post-roll and targeting capabilities that allow you to reach exactly who you want.



Cineplex Online Is The Top Canadian Movie Website!

1.7 MILLION
Average Monthly Unique Visitors

Average Monthly Reach **6%**

3.2 MILLION
Average Monthly Visits

20 MILLION
Average Page Views Monthly

13 MILLION
Average Monthly Time Spent Online (In Minutes)

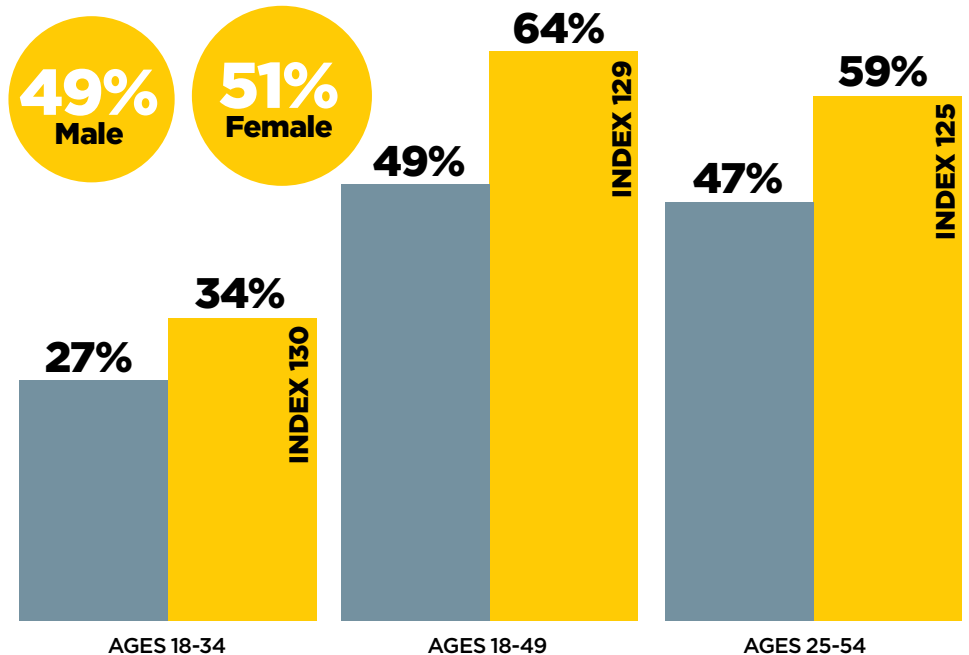
comScore Media Metrix March 2016 - February 2017

Cineplex.com Demographic Profile

Cineplex.com delivers the most sought-after demographics efficiently, with a balanced male/female split

CINEPLEX.COM UNIQUE VISITOR COMPOSITION OF POPULATION (INDEXED TO POPULATION)

■ POPULATION ■ CINEPLEX.COM



comScore Media Metrix, March 2016 - February 2017, Index Based on Cineplex.com UVs Composition vs. Population



Cineplex Mobile: On The Go? We're With You

Cineplex patrons are people on the go, and Cineplex Mobile lets you to keep up with them. Our Top-20 app keeps pace with our busy guests, and allows our advertising partners to engage our moviegoers by the millions.

Cineplex Mobile Is A Top Mobile App In Canada!

3.9 MILLION Average Monthly Unique Visitors

Average Monthly Reach **19%**

TOP-10 Among Top-100 "Most-Mobile" Properties

TOP-20 Among Most Popular Mobile Apps in Canada

2.7 MILLION Average Monthly Mobile Browser Unique Visitors

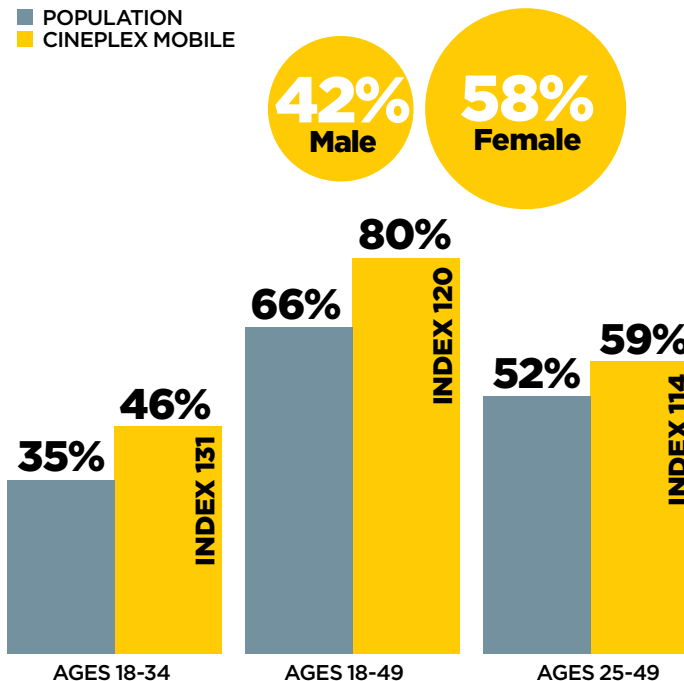
comScore Media Metrix, Total Canada
March 2016-February 2017

Cineplex Mobile Demographic Profile

Cineplex Mobile delivers the most sought-after demographics efficiently and effectively.

CINEPLEX MOBILE UNIQUE VISITOR COMPOSITION (VS. POPULATION)

■ POPULATION
■ CINEPLEX MOBILE



comScore Media Metrix, March 2016-February 2017, Index Based on: People Who Visited Cineplex Mobile Phone or Tablet vs. Total Mobile Population

CINEPLEX MOBILE VISITORS ARE YOUR TARGETS

77% Use Social Networks
INDEX 131

48% Experienced Display Ads On Their Mobile Device
INDEX 136

34% Experienced Video Ads On Their Mobile Device
INDEX 142

54% Download Apps In A Month
INDEX 140

35% More Likely To Scan A QR/Bar Code At Least Once A Month
INDEX 135

Comscore Mobilens Plus Dec 2016, Total Canada, Index Based On People Who Visited Cineplex Mobile Via Mobile Phone Or Tablet Vs. Total Mobile Population